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PRESS RELEASE

Kylie Joins Ben Cohen in Supporting GMFA/RVT Sports Day

London, 27 August 2010 – Gay icon Kylie Minogue has joined rugby star Ben Cohen in supporting the fundraising efforts at this year's Gay Sports Day. Kylie herself has donated a signed CD of her chart hit 'All The Lovers'. The item will be auctioned in the Royal Vauxhall Tavern following the day's sporting event and is accompanied by a letter of authentication from her management team. Gay Sports Day is an annual event organised by GMFA, the gay men's health charity, and the Royal Vauxhall Tavern, and takes place in Spring Gardens in Vauxhall on Bank Holiday Monday, 30 August.

- ENDS -

About GMFA

Founded in 1992, GMFA is the UK's leading charity dedicated to gay men's health. Its mission is to improve gay men's health by increasing the control they have over their own lives. The organisation is based on the belief that the best health promotion for gay men comes from gay men themselves. For this reason, it uses the knowledge and ideas of its 170 volunteers, most of them gay men, to design and plan its thought-provoking sexual health interventions. These include a range of advertising campaigns, leaflets, postcards and booklets; FS, its health magazine, distributed nationally in gay venues and GU clinics; and national and London-based courses covering sex education, life skills and smoking cessation. In addition, GMFA creates targeted sexual health interventions for black gay men and HIV positive gay men. Independent surveys have concluded that GMFA's campaigns reach up to 60% of the London gay population and that the organisation is the most reliable agency at reaching gay men. The charity runs a range of information websites:

- Sex & Sexual Health, www.gmfa.org.uk/sex - visited by a third of London's gay men in 2006;

- London Services, www.gmfa.org.uk/londonservices - detailed listing of sexual health services for gay men in London;
- Positive Gay Guide, www.gmfa.org.uk/positive - information for HIV positive gay men;
- The Guide, www.gmfa.org.uk/theguide - a guide to gay sports and social groups in London;
- Quit smoking, www.gmfa.org.uk/quitsmoking - information and advice on quitting smoking for gay men;
- About GMFA, www.gmfa.org.uk/aboutgmfa - for more information on GMFA.

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